

Community and Stakeholder Engagement Plan

BRANDYWINE BOA PREDEVELOPMENT ACTIVITIES

Broome County, New York

April 2025

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"This CSEP was prepared for Broome County Department of Planning and Economic Development, City of Binghamton Planning Department and Economic Development Office, and New York State Department of State with funds provided under the Brownfield Opportunity Areas Program."

April 2025

1. Purpose + Objectives

1.1. Purpose

The purpose of this Community and Stakeholder Engagement Plan is to outline the methods the Broome County Department of Planning & Economic Development, City of Binghamton Planning Department and Economic Development Office, Project Advisory Committee ("PAC"), and consultant team (Fisher Associates, IdeaKraft, and Kevin Dwarka LLC) will use to ensure that adequate opportunities are afforded to stakeholders and the general public in the development of the Brandywine BOA Predevelopment Activities Plan.

While the Community and Stakeholder Engagement Plan is intended to provide a framework for public participation, it is also intended to be a dynamic and flexible tool. As such, the Plan was developed with the flexibility to adapt, as necessary, to any changing needs that may occur over the course of the planning process.

1.2. Public Participation Plan Objectives

1. Document a public participation plan/process that provides interested parties with reasonable opportunities to be involved in the planning process.
2. Document methods to seek out and consider the needs of environmental justice communities impacted by the project.
3. Provide contact information for the Broome County Department of Planning & Economic Development, prime consultant, and location of project information.
4. Document the general outline/plan for public meetings including meeting notifications.

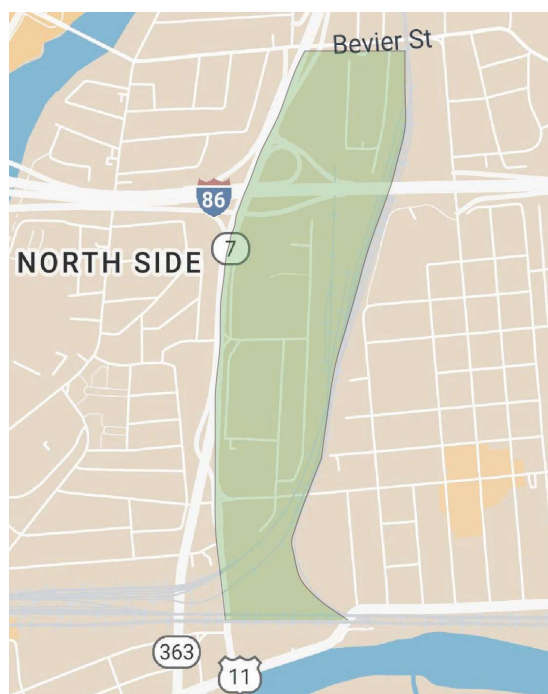
Continuous community involvement and stakeholder engagement is essential to achieve the objectives of the Brandywine BOA and to help ensure success of future community revitalization and resiliency projects. Broome County and the City of Binghamton will seek input from a wide variety of individuals, groups and organizations affected by the Brandywine BOA predevelopment activities planning project. Partnerships with other County and City departments, public entities, and

private sector organizations also create opportunities to leverage multiple resources to ensure project success.

1.3. Project Description

The Brandywine Corridor BOA Nomination Study (2013) was a collaborative effort between Broome County and the City of Binghamton to establish a vision and framework for future revitalization. The study outlined key goals, including addressing contamination, enhancing transportation networks, promoting economic development, and fostering a high-quality urban environment. Over the past several years, there have been advancements in addressing these goals and some strategic sites have seen redevelopment. However, many areas within the Brandywine BOA remain underutilized despite development potential and interest. Recognizing this, Broome County and the City of Binghamton are committed to furthering revitalization efforts through the development of a Revitalization Master Plan with an emphasis on public engagement and involvement in all steps of the planning process.

The study area is focused on the 158-acre Brandywine Corridor BOA located in the northeast section of the City of Binghamton. The BOA is bounded by Bevier Street to the north, the railroads to the east and south, and the Brandywine Highway/NY-7 to the west. It is located within the heart of the Southern Tier, making it a fitting location for catalytic local and regional growth and community revitalization.



1.4. Environmental Justice Communities

The Brandywine BOA is located in a Potential Environmental Justice Area and contains brownfield sites which have potential to adversely affect residents/ communities. This project will utilize NYSDEC and federal guidance and resources, as applicable, to ensure Environmental Justice (EJ) is integrated into the planning and future redevelopment processes. This project will create an area-wide revitalization strategy which includes enhanced public engagement to promote meaningful participation and collaboration.

The Brandywine BOA faces significant environmental and socio-economic challenges, as evidenced by its designation(s) as:

- A Disadvantaged Community by the NYS Climate Justice Working Group.
- A community within a NYSDEC designated En-Zone.
- A community located within a Federal Opportunity Zone.
- A community with high social vulnerability (SVI: 0.96) according to the CDC.
- A distressed community by the Appalachian Regional Commission.

These designations highlight the need for meaningful public engagement throughout the entire planning process for the Brandywine BOA. Community input is crucial to ensure that any recommendations or future development address the needs and priorities of this area and promote equitable and sustainable outcomes for all residents.

2. Project Contact Information

Stephanie Brewer, Chief Planner (*Primary Contact, Broome County*)

Broome County Department of Planning & Economic Development
60 Hawley Street, 5th Floor
Binghamton, New York 13902
Office: 607-778-2390
E-mail: Stephanie.Brewer@broomecountyny.gov

Isabella Paullay, Planner (*Secondary Contact, Broome County*)

Broome County Department of Planning & Economic Development
60 Hawley Street, 5th Floor
Binghamton, New York 13902
Office: 607-778-2414
E-mail: isabella.paullay@broomecountyny.gov

**Sarah Glose, Director of Economic Development
(*Primary Contact, City of Binghamton*)**

City of Binghamton
38 Hawley Street
Binghamton, NY 13901
Office: 607-772-7161
E-mail: saglose@cityofbinghamton.gov

**Juliet Berling, Director of Planning, Housing and Community Development
(*Secondary Contact, City of Binghamton*)**

City of Binghamton
38 Hawley Street
Binghamton, NY 13901
Office: 607-772-7028
E-mail: jmberling@cityofbinghamton.gov

Becky Timmons, Project Manager

Fisher Associates
180 Charlotte Street
Rochester, New York 14607
Office: 585.334.1310 ext. 262
E-mail: btimmons@fisherassoc.com

Sarah Martin, AICP, Planner

Fisher Associates
180 Charlotte Street
Rochester, New York 14607
Office: 585.334.1310 ext. 208
E-mail: smartin@fisherassoc.com

Holly Granat, Revitalization Specialist

Office of Planning, Development & Community Infrastructure

New York State Department of State

333 E Washington Street, Suite 518, Syracuse, NY 13202

Office: 315-728-4209

Mobile: 315-956-0042

E-mail: Holly.Granat@dos.ny.gov

3. Project Advisory Committee

3.1. Overview

The Project Advisory Committee (PAC) is responsible for overseeing the progress of the project, providing guidance for project tasks and deliverables, and providing feedback to the project team.

3.2. Members

<i>Name</i>	<i>Affiliation</i>	<i>Email</i>
Nate Hotchkiss	Binghamton City Council	nate.r.hotchkiss@cityofbinghamton.gov
Mary Kaminsky	Broome County Legislature	mary.kaminsky@broomecountyny.gov
Jennifer Yonkoski	BMTS	jennifer.yonkoski@broomecountyny.gov
Anthony Fiala Jr.	Commissioner of Broome County Department of Planning & Economic Development	anthony.fiala@broomecountyny.gov
Stacey Duncan / Amy Williamson	The Agency (Broome County Industrial Development Agency)	smd@theagency-ny.com acw@theagency-ny.com
Beth Lucas	Southern Tier 8	blucas@southerntier8.org
Jillian Newby	NYS Department of Transportation	Jillian.Newby@dot.ny.gov
Michael Venuti / Shawn Herceg	Triple Cities Acquisition, LLC/Cook Brothers	mvenuti@cookcompanies.net sherceg@cookcompanies.net
Fred Hotchkiss	EMS Technologies/Nelson Holdings	hotchkiss.fred@gmail.com
Nicolino Drenzo	44 Whitney Ave LLC	drenzobrothers@gmail.com
Janet McHenry	Northside Assembly	janet.mchenry62@gmail.com
Christina Pierce	LCP Group	cpierce@lcpgroup.net

4. Meeting Plans

4.1. Project Advisory Committee Meetings

The PAC is responsible for providing guidance for project tasks and deliverables and providing feedback to the project team. PAC meetings provide the opportunity for the members to review, discuss, and provide feedback on the project. Through the PAC's guidance and feedback, the project team will ensure the planning process meets the goals and objectives of the Brandywine BOA Predevelopment Activities Plan.

Participation

PAC membership was chosen by the Broome County Department of Planning and Development in collaboration with the City of Binghamton and includes representatives from City and County legislature and public and private organizations with a significant interest in the project.

Notification

Notification of the date, time, and agenda for each PAC meeting, along with virtual meeting links, will be provided by Fisher Associates to Broome County Department of Planning and Economic Development via e-mail. Broome County will be responsible for coordination with PAC via e-mail and will include Fisher Associates on correspondence with PAC.

Meetings

The Brandywine BOA Predevelopment Activities planning process includes biweekly coordination meetings with the client and meetings with the PAC to be held at key points/milestones during the project. Approximate dates for each PAC meeting will be determined as the project progresses and will be announced by Broome County via e-mail. Meetings will be conducted virtually and will be recorded for use by the PAC.

Documentation

Documentation of each PAC meeting will be the responsibility of Fisher Associates and will include meeting minutes provided by email within one (1) week and posted to the Broome County project website approximately two (2) weeks after the completion of the meeting.

4.2. Public Events

Four public events are included as part of the planning process to ensure the public is well-informed throughout all phases of the project. Meeting details are described below with specific objectives and formats. Meetings are intended to be held in person; however, meetings can be held virtually if deemed necessary. Public events may be attended by any member of the public, regardless of residency.

Specific guidance for public events, including location, furnishings, equipment, accessibility, is provided in Appendix B.

Accommodations

The project team will ensure that any reasonable accommodation that allows persons with disabilities, with hearing impairments, or those in need of translation from English, to participate in a public meeting will be honored provided a request to do so is made in advance. Anyone seeking accommodation is requested to contact Broome County at least one week before the meeting.

Notifications

Notification will be provided by the Broome County Department of Planning & Economic Development and/or the City of Binghamton using various channels which may include, as appropriate, direct mail (targeted to those adjacent/near the study area), newspaper advertisement, press releases, posting on the Broome County project website, postings on PAC Member websites, and social media outreach. Social media outreach should include utilization of Facebook and LinkedIn through Broome County and the City of Binghamton's pages, both of which have large followings and are expected to have substantial reach in generating project engagement. Additionally, Broome County and the City of Binghamton will post meeting notices on their municipal websites. This broad range of media seeks to encourage participation by those typically underrepresented in the planning process. Meeting notification and coordination of all meeting notifications will be the responsibility of Broome County, with support from Fisher Associates. Material/text for meeting notifications will be provided by Fisher Associates to Broome County. All notifications will provide necessary information about the public meeting, contact information to enable access to more project information, and contact information to request meeting accommodation.

Meeting Materials

Meeting materials will be created by Fisher Associates including agenda, handouts, presentation, surveys, poster boards, sign-in sheets, and/or comment cards (as appropriate).

Documentation

Documentation of the public meeting will be the responsibility of Fisher Associates. The documentation provided will be in the form of a meeting summary which will include a summary of the presentation given by the project team, photographs from the meeting, and the comments/questions and feedback received. The meeting summary and all meeting material used during the public meeting will be made publicly

available on the Broome County project website approximately two (2) weeks after the completion of the meeting.

Objectives & Format

Meeting	Objectives	Format
#1	1. An initial kick-off meeting and workshop to explain the BOA Program and the project's intent and scope, and to solicit initial public input on key topics related to revitalization.	The meeting will include: 1. A presentation by the project team. 2. An open-house-style forum for meeting attendees to provide feedback on interactive exhibits, either stationed around the room or on tables for group collaboration.
#2	A work-in-progress meeting that includes a presentation of the findings and data collected through the Fiscal/Market Feasibility Analysis; Stormwater Management and Flood Mitigation Analysis; and Connectivity and Streetscape Assessment. This meeting will allow feedback on the existing conditions assessment and provide the public an opportunity to start identifying the vision and goals for the BOA.	The meeting will include: 1. A short presentation. 2. Breakout stations facilitated by the project team to present findings and collect feedback from attendees.
#3	A presentation and informational meeting on the Draft Revitalization Master Plan that walks the community through the Plan and allows feedback on the draft vision, goals, strategies, and recommendations.	The meeting will include: 1. A short presentation. 2. An open-house-style forum for meeting attendees to provide feedback on poster boards.
#4	A presentation of the Final Revitalization Master Plan at a meeting of local county and municipal officials.	The meeting will include: 1. A presentation by the project team. 2. Time for questions and answers.

5. Other Outreach Tools

Several tools will be employed to organize information, document input, and evaluate the stakeholder and public participation process. Additional outreach tools are described below.

5.1. Project Website

The project team will provide the Broome County Department of Planning & Economic Development with project-related materials to host on its website. Web information will include, at minimum, information related to the scope and planning process, meeting announcements, and the project schedule. May also include interactive StoryMaps, online/digital surveys, opportunities to leave questions and comments, information about the project status, draft documents for review, and other virtual public engagement tools.

The existing project website is available online at:

<https://broomecountyny.gov/planning/brandywine>

5.2. Survey

Fisher Associates will provide the County with a community survey designed to elicit community input to guide the vision and goals for the BOA area. Fisher Associates will summarize the survey results in the Revitalization Master Plan and shared with the project team as they develop strategies and recommendations. The results of the survey will also be summarized for the public to demonstrate how public feedback will be meaningfully incorporated into the final plan. The survey is expected to be developed, opened to the public, and results analyzed between March and July 2025.

5.3. Focus Group Meetings/Interviews

The consultant team will conduct focus group meetings and/or interviews with key stakeholders including land and business owners, municipal officials, utility providers, and representatives of any groups or committees active in the BOA area. Focus group meetings and/or interviews are expected to be held either virtually or in-person, between March and July 2025. The meeting lead will be determined by topic of interest (Fisher Associates, Idea Kraft, and/or Kevin Dwarka). Broome County will work with Fisher Associates to identify key stakeholders early in the planning process.

5.4. Project Branding

All public engagement materials will include cohesive branding. A branding strategy will be created by Idea Kraft as part of a Marketing Strategy that will take into account historic resources, current regional trends, and economic development studies. Idea Kraft will coordinate

with the project team to develop a narrative and visual identity for the project, including a project logo. A cohesive color palette and typography style will accompany the graphic design. The branding strategy will be wrapped into a Brand Guidelines Document.

5.5. Document Repository

Digital copies of project-related materials presented during PAC and public meetings will be provided by Fisher Associates to the Broome County Department of Planning & Economic Development. Broome County will be responsible for providing such materials for public review upon request.

5.6. Stakeholder List

A stakeholder list will be developed and maintained that includes the name, affiliation, and contact information from each stakeholder that provided information during public meetings. The list will track the involvement of each stakeholder and will be used for meeting notifications. Additionally, the involvement of stakeholders may include but is not limited to email listservs, direct mailings, public postings and flyers, serving on the Project Advisory Committee, coordinating data and information collection, website and social media postings, and attending/presenting updates at meetings

Stakeholders may include but are not limited to residents/neighborhood interest groups, public agencies and officials, educational institutions, local property owners, local businesses, non-profit organizations, housing organizations, utilities and infrastructure providers, environmental groups, real estate and economic development agencies, etc. Potential agencies and individuals who may represent the identified stakeholder groups include but are not limited to: NYSDEC, NYSDOT, NYSERDA, Broome County Transit, BMTS, The Agency (IDA/LDC) Binghamton Rescue Mission, Binghamton City School District, Broome County EMC, NYSEG, Spectrum, Greenlight, Southern Tier Network, Norfolk Southern Railroad, community residents, Northside Assembly, Lee Barta Center, BOA property owners/businesses

5.7. Traditional Media

Content for traditional media posts such as newspaper articles and press releases will be provided by the consultant team with input from Broome County, and the Project Advisory Committee. Broome County and City of Binghamton will coordinate to release joint press releases as necessary.

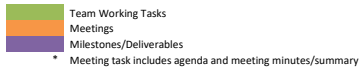
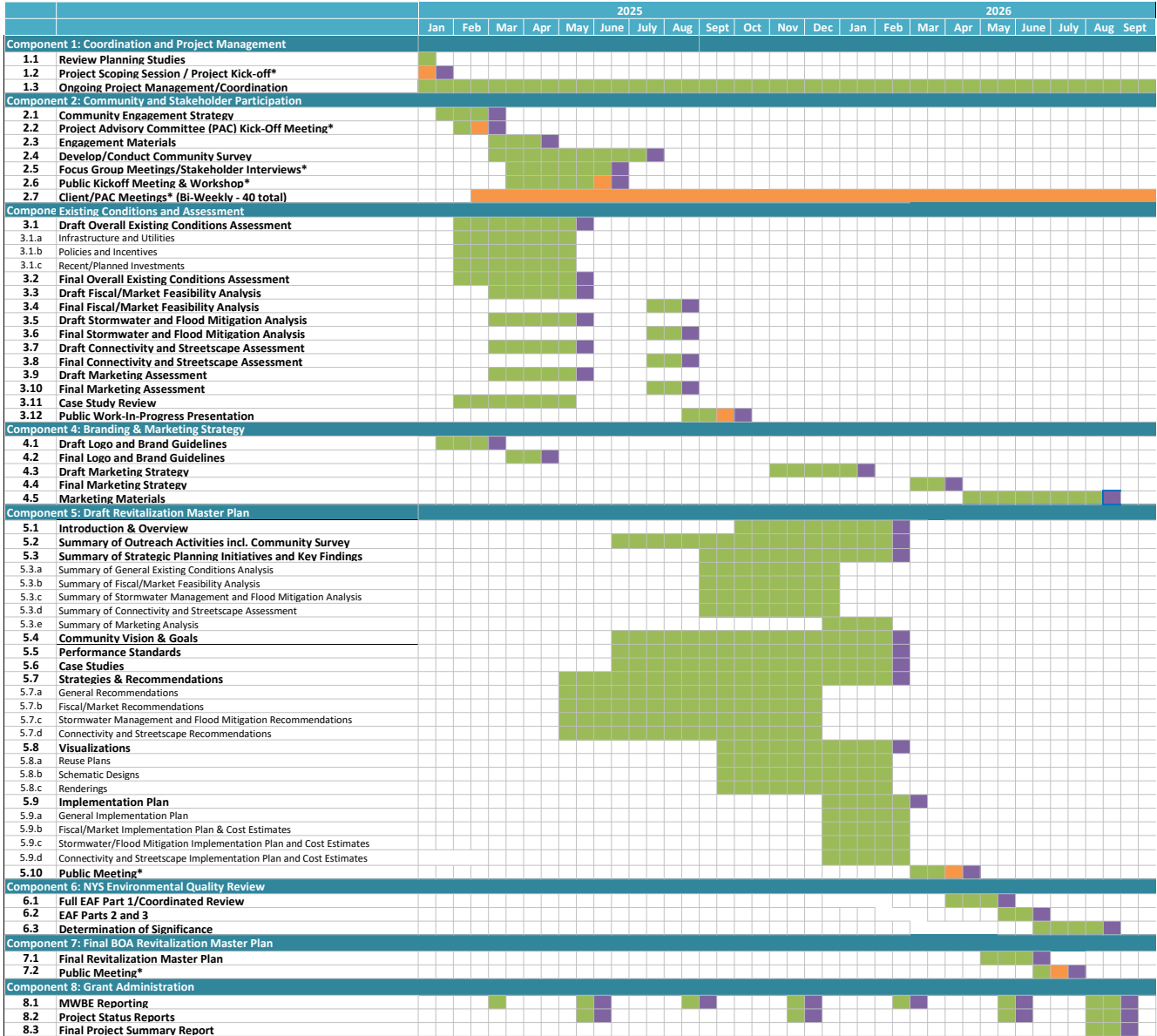
Appendix A - Project Schedule

(Note: Project schedule is tentative and is subject to change throughout the duration of the project.)

Appendix B – Public Meeting Guidelines

Brandywine BOA Predevelopment Activities

Project Timeline (updated 12/30/24)



Public Meeting Guidelines for Fisher Associates Planning Projects

Updated February 10, 2025

Fisher Associates is committed to conducting public engagement processes that are informative, engaging, and inclusive. It is important that public meeting attendees feel welcomed and included, particularly in underserved neighborhoods and underrepresented communities.

We understand that in many communities, public meeting locations are limited and come with unique challenges. To that end, we have developed a list of basic needs to consider when selecting your public meeting venue. The location(s) of public events should be coordinated well in advance of each event to allow time for planning and promotion.

- **Location** – The venue should be easy to find and safely reached by vehicle, bicycle, foot, and public transportation (if available/practicable). Though some public events may take place outdoors to take advantage of existing community events or gatherings, most large public meetings should take place indoors.
- **Comfort** – Indoor venues should be heated and/or air conditioned (if possible) and properly ventilated for the comfort of attendees. Outdoor venues should provide adequate shade, seating, and if possible, a windbreak/wall to protect upright displays or exhibits.
- **Safety & Security** – All venues should be free of hazards, including trip/fall, fire, electricity, water, construction, and environmental. Emergency exits should be clearly marked, and buildings should meet all applicable codes and requirements for fire safety. Depending on the type of meeting and at the discretion and expense of the client, emergency personnel and/or security may be provided.
- **Furnishing & Flexibility** – Public meeting formats may vary. Meetings may require up to 100 movable chairs and 10-12 movable tables (5' rounds or 6'-8' rectangular tables), depending on expected attendance. Fisher will coordinate with the client prior to the meeting to determine specific needs.
- **Lighting & Acoustics** – Venues should have good natural and/or artificial lighting, and the ability to dim lights for presentations. In large spaces, acoustics should minimize echo and external noise.
- **Accessibility & Accommodations** – The meeting space, parking, and restrooms must be accessible to all. The project team will ensure that any reasonable accommodation that allows people with disabilities to participate in a public meeting will be honored provided a request to do so is made in advance. Anyone seeking accommodation is requested to contact the client at least 48 hours before the meeting.
- **Technology** – Audio/visual equipment should be available so that all participants may see and hear clearly. This includes a projector, screen or blank wall, microphone(s), and speakers. Fisher can provide a projector and small screen, if needed; other items may need



to be rented if unavailable. A person knowledgeable about the equipment should be available before and/or during the meeting to provide support/troubleshooting. The space should have Wi-Fi available, especially if the meeting is to be recorded and/or streamed. The Wi-Fi password should be made available to meeting facilitators prior to the meeting.

Please note that Fisher Associates' computers are for staff use only, and not for public use. Any computers intended for public use should be provided by the client or may be made available by Fisher Associates with advance notice.

- **Responsibility** – All public meetings should be attended by a client representative that is responsible for use of the venue. Any rental contracts or agreements should be signed by the client, not by Fisher Associates or its subconsultants. If the venue requires proof of insurance, the client will be responsible for obtaining and providing insurance coverage. Neither Fisher Associates nor its subconsultants shall be held responsible for any damage caused by meeting attendees. A client representative should be responsible for opening/providing access to the venue prior to the meeting and closing/locking the venue after the meeting.
- **Setup/Breakdown** – Most meetings require at least 1 hour of setup and at least 30 minutes of breakdown/cleanup time before/after the meeting. If additional setup or breakdown time is needed, Fisher will communicate those needs prior to the meeting and arrange for earlier access. Fisher will communicate room layout needs in advance if setup assistance is available. The venue should provide clear instructions for the removal of trash and recycling, resetting of furniture, cleanup, and closing procedures. Fisher Associates will adhere to all directions provided for setup and breakdown.
- **Refreshments** – In our experience, meetings may be better attended if refreshments are provided (and advertised). We generally recommend providing coffee/water and simple snacks like cookies, pretzels, fruit, etc. More substantial refreshments may be appropriate if meetings are held during mealtimes. Unless otherwise agreed upon, the cost of refreshments provided for public consumption should be the responsibility of the client. If needed, Fisher Associates can coordinate the provision of refreshments and invoice the client, separate from the contracted labor and expense fee.
- **Signage** – The client is responsible for providing (and removing) any directional signage needed outside of the venue. This may include lawn signs, sandwich boards, etc. The client is responsible for communicating the venue address, meeting time(s), parking information, and entrance details to attendees prior to the event.
- **Sign In Table** – A sign-in table should be provided at all public meetings. Fisher Associates will provide sign-in sheets. If possible, a client representative should staff the sign-in table to welcome attendees and assist with directions. If desired, the client may provide their own sign-in system.

Questions? Please contact Becky Timmons at btimmons@fisherassoc.com